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FEB - 2 1947

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Backed by over 47 years' experience, NEW CALGARY brings you a NEW taste-thrill in Ginger Ale. Try "NEW CALGARY" today!

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**CALGARY BREWING & MALTING CO. LTD.**  
CALGARY (Established 1892) EDMONTON

## ARRANGEMENT MADE GRAND CANIVAL ON FRIDAY FEB. 23

Well folks, it's all decided! The event of the year is to be staged Friday night, Feb. 23rd. Of course, we are talking about the big Ice Carnival, and we've given the weatherman his orders so the weather that night should be ideal—if Bert continues his prayers!

Tickets will be on sale this week, and for every penny you invest in a ticket, you get a triple return; one vote for a Queen, one vote for a king and one dollar's worth of entertainment—remember that's for every penny! Tickets for the Big Brew get 25 votes for a king and 25 for a Queen.

Here's the array of potential kings and queens, so look them over and make a wise choice:

Merchant's Queen—Gertrude Desjardins.  
Merchant's King—Martin (Benjie) McBean.

Rural Queen—Betty Bell.  
Rural King—George Burns.  
Legion Queen—Agnes Boyd.  
Legion King—Romie McIntosh.  
School Queen—Mary Downey.  
School King—Kenneth Boyd.

Don Bond not being in line for the "most eligible bachelor", he's done the next best thing and kindly donates the committee the use of one of his store windows where all the latest returns from the "Carnival Front" will be posted. So watch his window for the latest!

Do any of you old timers' remember a couple of flashes on skates known as Jack (Gonnie) Lester and Allan (Whistman) Quinnell? Well if you do, here's news! We've signed these two "war horses" to coach captain and lead two strings of Old Timers at each other on the night of Feb. 23rd to fight tooth and nail (and stick) for the hockey supremacy of Gleichen. Quinnell leads the Harlequin Rodeos and Lester the Gleichen Gladiators. We hear such names as McKay, Bond, Nelson, Hunter etc., mentioned for the Gladiators (we imagine their armor is a bit rusty but by watch them go on the 23rd). We haven't been able to get any ad information on Quinnell's Red Hots—he's training behind closed doors—(The Queen's!) but watch this column, we'll get the dope.

### UNITED CHURCH

Rev. J. N. Wilkinson, minister.  
Mrs. H. Brech, choir leader.  
Majority Brech, pianist.  
11 a.m. Church school.  
7:30 p.m. Divine worship. Sermon topic: "The Social Aspects of a Christian Experience."

### HOCKEY RESULTS

Grade 9, Mossleigh 7.  
Acres 5, Arrowhead 3.  
Acres 4, Farmers 4.  
Tigers 8, Bassano 2.  
Pie Wees 5, Old Sun 8.  
Gunners 9, Cluny 3.

### CARD OF THANKS

Mrs. Thomas Plante and family wish to express their thanks and gratitude to the many friends who offered condolence and sympathy to them in the past week.

### THE WORLD OF WHEAT

BY H. G. L. STRANGE  
Director, Research Department  
Searle Grain Company, Limited

The ten years between 1930 and 1940 which have just ended, will probably be looked upon by his torians of the future as the period when the mind of mankind became possessed of the most peculiar dejections and madnesses.

That we could grow richer and richer by producing less and less. That we could have more automobiles and bathtubs and houses and more everything else merely by printing more money; that by some magic the hungry people of the world would be better fed if foodstuffs were burned or destroyed or ploughed under.

The period when people thought they could live within themselves, could sell their own goods and products to other nations without finding it necessary to import anything in return.

The period when the quiet student and thinker was laughed to scorn when he ventured to suggest that if people were deprived of food by those who had it in abundance, then it would end unemployment, revolt and war. Happily these ten years are over and clearer thinking now is beginning to prevail, as is shown by the statements made by Prime Minister Chamberlain when he told us, recently

"There can be no lasting peace unless there is full and lasting trade between nations."

### COMING EVENTS

Feb. 16—Local Branch Red Cross Society dance.

Feb. 2—Dance at Meadowbrook Community Hall, Bremers' Orchestra.

## Town & District

Your admission ticket to the Red Cross Dance includes supper.

J. O. Bogatie has moved his pool room to the James block just east of the Queens Hotel where he has much more room and better accommodation for the patrons.

Gleichen folks received a real surprise last week, one was the announcement of a Dominion election and the other a real chinook. We are not sure that the election announcement came on the wings of the chinook or it was the other way about. No matter which helped the other along the election announcement seemed those in opposition to the keefe King to get red in the face, claw their hair and dance in their rage. Whether you like the idea of an election soon you cannot help admit the Premier King pulled a fast one.

Dances to please the old and young at the Red Cross Dance on Feb. 16th. Good music. Good eats.

Considerable improvements to the Lloydminster-Jasper Highway will be carried out by the provincial works department during the months to come. Hon. W. A. Fallowell delegates representing interested Boards of Trade during the week. Pointing out that some work was accomplished during the past fall, he said that dominion aid equivalent to the provincial effort would get the work done that much sooner. Among the delegates was H. Grant, K.C., A.M.A. executive and president of the Evergreen Highway Association. Spokesman for the district was Albert West, Robert Fair, M.P. introduced delegates to the minister.

The regular meeting of the Junior P.T.A. was held at the home of Mrs. H. Dankerly with ten members present. The girls of the organization are going to put on a tea and home cooking sale in Gleichen on March 23rd. A tea prize will be offered and there will also be a gypsy present to tell fortunes by tea leaves. Now it's up to the boys to do something for the local. By the amount of busting heard amongst them, no doubt, they have something up their sleeves. After the meeting a delicious lunch was served by the hostess and her attendance, the Hamerhill group. The next meeting will be held on February 9th at the home of Mrs. Bert Elliott.

Have you saved up your dollars for the Red Cross dance? No? Well start now!

Alberta is quickly transforming herself from an importer to an exporter of home Agriculture Minister D. B. Mullen told farmers last week that in 1939, the first time Northern Alberta has become a commercial home producer. The south still produces 78 per cent of the total output, with only 10 per cent of the bulk, whereas in 1937, 1250 bannisters produced 2,000,000 lbs. In 1938 we exported 500,000 lbs. Coming of clovers to the province and decrease of other farm incomes promoted many farmers to try brass. Their success has demonstrated definitely the suitability of Alberta for home production.

Canada loses on the average, three million, 64 children under five, 45 under ten, and 24 infants daily through lack of adequate medical service, I.P.A. delegates were told by Hon. George Hoadley, former Alberta health minister who is now as a delegate of the world's health organization in a study of medical economics. "There is no worse disgrace to our country than this," he declared. "We waste our lives. We are underpopulated." He said Canadians would never the discoveries of medical science, but have, figures showed back into the earth the fruits of an abundant research because we have been unable to distribute them to the millions.

Bring or send the news to this office. We are always glad to have our subscribers send in or bring us news. If each one of list of readers would give us an line, each week what a grand local paper we would have. Send in anything but politics and we shall be thankful.

## FIVE CAME BACK

With Chester Morris and Wendy Barrie. A thrilling drama of the air. A story of a great sacrifice

THURSDAY AT 8:30 P.M.  
Saturday Matinee at 3 p.m.

GLEICHEN COMMUNITY HALL

## HOLIDAY

at the  
**Pacific Coast**

**DODGE WINTER WITH A TRIP TO CANADA'S EVERGREEN PLAYGROUND**

**LOW RAILWAY EXCURSION**

**FARES NOW IN EFFECT**

to  
**VANCOUVER VICTORIA**  
and other points including California

For full information, ask

**Canadian Pacific**



## A Tip to Women

As "Purchasing Agent" for your family you have a big job on your hands. 10 chances in 99 that you are short of the buying for your household.

Throughout the year, as through-out the year, from grain, livestock, poultry, honey, eggs and dairy products, it is your job to see that what these things are spent they will bring the greatest return in comfort and happiness to your home.

The best way to get ahead is to plan ahead—and right there's where EATON comes in.

EATON Catalogues are "stores between covers" that illustrate all the newest styles and the finest quality merchandise at the lowest possible prices. With an EATON Catalogue before you, you can plan in advance your purchases for a week, a month or even a year.

Follow such program of planned buying and you'll be surprised how much money will be left in your purse to spend at the end of 1940.

**T. EATON CO.**

**GEO. W. EVANS**

**Undertaker And Embalmer**

**MOTOR HEARSE**

**Artificial wreaths always on hand. Weather does not effect these flowers in any way**

**GLEICHEN, ALBERTA**

Have you any news to tell the editor or if so be will be glad to publish it. In case you do not happen to see him on the street use the telephone or mail. You will be helping make the local paper of greater interest and thereby serve the general community. Whatever news interest you, must surely interest others.

**TOWN AND COUNTRY FOLKS**

Whether you live in town or in the country... here's a combination offer to please your reading tastes... our paper and your favorite magazines at really huge savings. Make your selection and send us the coupon now!

**"BIG THREE" OFFER**

THIS NEWSPAPER, 1 yr., and your choice any 2 in Group. Mark an "X" before the 2 you desire.

(X) Western Producer, 1 yr.	(X) National Home Monthly, 1 yr.	<b>ALL THREE ONLY 2.75</b>
(X) Family Herald & Weekly Star, 1 yr.	(X) American Boy, 8 mos.	
(X) Red & Gun, 1 yr.	(X) Parents' Magazine, 6 mos.	<b>2.75</b>
(X) True Story, 1 yr.	(X) Home Arts (Needcrafts), 1 yr.	
(X) Country Guide & Northwest Farmer, 2 yrs.	(X) Canadian Horticulture & Home Magazine, 1 yr.	

**"WEEKLY NEWSPAPERS" OFFER**

THIS Newspaper, 1 yr.

—AND—

Free Press Prairie Farmer, 1 yr.  
Family Herald & Weekly Star, 1 yr.

**ALL THREE ONLY 2.75**

**"POPULAR DEMAND" OFFER**

THIS NEWSPAPER, 1 yr., and your choice 1 other Publication in Group at the price listed.

(X) Collier's Weekly, 1 yr.	(X) Parents' Magazine, 1 yr.	2.50
(X) Family Herald & Weekly Star, 1 yr.	(X) Silver Screen, 1 yr.	2.50
(X) Free Press Prairie Farmer, 1 yr.	(X) Open Road (Boys), 1 yr.	2.50
(X) Library Magazine, 1 yr.	(X) Look Magazine, 1 yr.	2.50
(X) National Home Monthly, 1 yr.	(X) American Girl, 1 yr.	2.50
(X) Western Producer, 1 yr.	(X) American Boy, 1 yr.	2.50
(X) True Story, 1 yr.	(X) McCall's Magazine, 1 yr.	2.50
(X) Magazine Digest, 1 yr.	(X) Canadian Horticulture & Home, 1 yr.	2.50
(X) Red Book, 1 yr.	(X) Simplician, 1 yr.	2.50
(X) Newsweek, 1 yr.	(X) Red & Gun, 1 yr.	2.50
(X) Physical Culture, 1 yr.	(X) Photography, 1 yr.	2.50
(X) Christian Herald, 1 yr.	(X) Home Arts (Needcrafts), 1 yr.	2.50
(X) Country Guide & Northwest Farmer, 2 yrs.	(X) Flower Grower, 1 yr.	2.50
(X) Woman's Home Companion, 1 yr.	(X) Current Digest, 1 yr.	4.15

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